



U.S. Army 2005 MWR Leisure Needs Survey Results

Area I - Uijongbu East Korea

BRIEFING OUTLINE

Area I - Uijongbu East

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Area I - Uijongbu East

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Area I - Uijongbu East

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,123 surveys were distributed at Area I - Uijongbu East



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Area I - Uijongbu East

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Area I - Uijongbu East

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

| | <u>Survey Population</u> | <u>Surveys Distributed</u> | <u>Surveys Returned</u> | <u>Response Rate</u> * | <u>Confidence Interval</u> ** |
|-------------------------|------------------------------|--------------------------------|-----------------------------|----------------------------|-----------------------------------|
| Army: | | | | | |
| Survey Totals | 1,212,240 | 249,555 | 50,651 | 20.91% | ±.43% |
| Area I - Uijongbu East: | | | | | |
| Active Duty | 2,994 | 1,108 | 118 | 10.65% | ±8.84% |
| Spouses of Active Duty | N/A | N/A | N/A | N/A | N/A |
| Civilian Employees | 18 | 15 | 17 | 113.33% | ±5.60% |
| Retirees | N/A | N/A | N/A | N/A | N/A |
| Total | 3,012 | 1,123 | 135 | 12.02 % | ±8.24% |

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

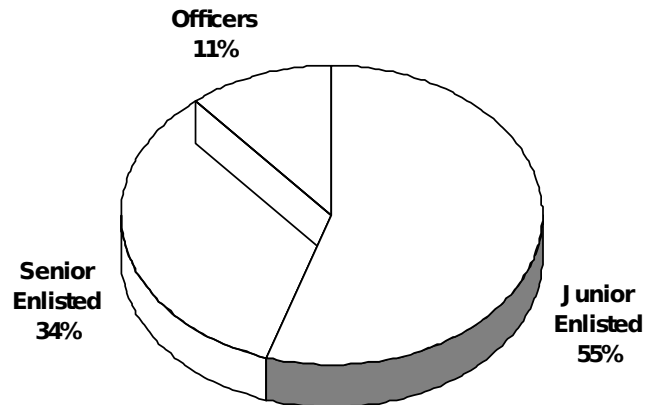
PATRON SAMPLE*

Area I - Uijongbu East

RESPONDENT POPULATION SEGMENTS

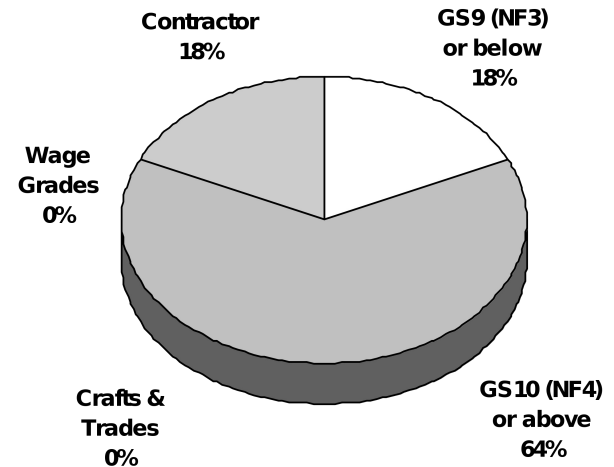
ACTIVE DUTY

(n = 98)



CIVILIANS

(n = 11)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Area I - Uijongbu East

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT AREA I - UIJONGBU EAST

Area I - Uijongbu East

MOST FREQUENTLY USED FACILITIES

| | |
|-------------------------|-----|
| Bowling Food & Beverage | 57% |
| Bowling Center | 55% |
| Athletic Fields | 44% |
| BOSS | 44% |
| Swimming Pool | 42% |

LEAST FREQUENTLY USED FACILITIES

| | |
|-----------------------------------|-----|
| Bowling Pro Shop | 16% |
| Arts & Crafts Center | 21% |
| Multipurpose Sports/Tennis Courts | 24% |
| Swimming Pool | 42% |
| BOSS | 44% |

MWR PROGRAMS & FACILITIES: SATISFACTION AT AREA I - UIJONGBU EAST*

Area I - Uijongbu East

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

| | |
|-------------------------|------|
| Bowling Pro Shop | 4.40 |
| Bowling Food & Beverage | 4.20 |
| Bowling Center | 4.17 |
| BOSS | 4.00 |
| Swimming Pool | 4.00 |

FACILITIES WITH LOWEST SATISFACTION RATINGS*

| | |
|-----------------------------------|------|
| Athletic Fields | 3.63 |
| Multipurpose Sports/Tennis Courts | 3.94 |
| Arts & Crafts Center | 3.95 |
| Swimming Pool | 4.00 |
| BOSS | 4.00 |

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT AREA I - UIJONGBU EAST*

Area I - Uijongbu East

FACILITIES WITH HIGHEST QUALITY RATINGS*

| | |
|-------------------------|------|
| Bowling Pro Shop | 4.11 |
| BOSS | 4.11 |
| Bowling Food & Beverage | 4.08 |
| Bowling Center | 4.02 |
| Arts & Crafts | 3.94 |

FACILITIES WITH LOWEST QUALITY RATINGS*

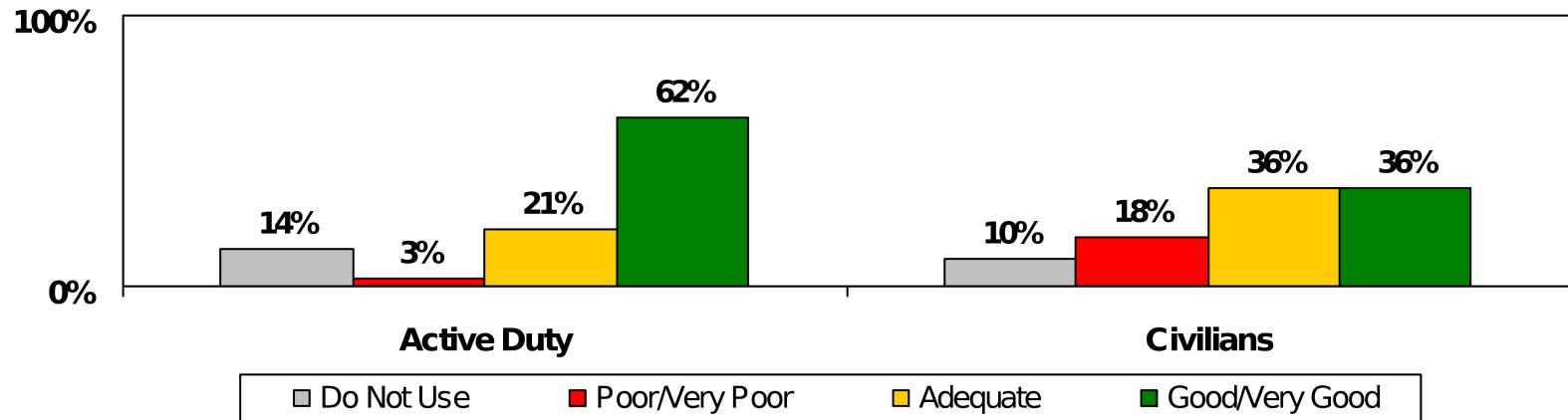
| | |
|-----------------------------------|------|
| Athletic Fields | 3.55 |
| Swimming Pool | 3.61 |
| Multipurpose Sports/Tennis Courts | 3.75 |
| Arts & Crafts Center | 3.94 |
| Bowling Center | 4.02 |

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

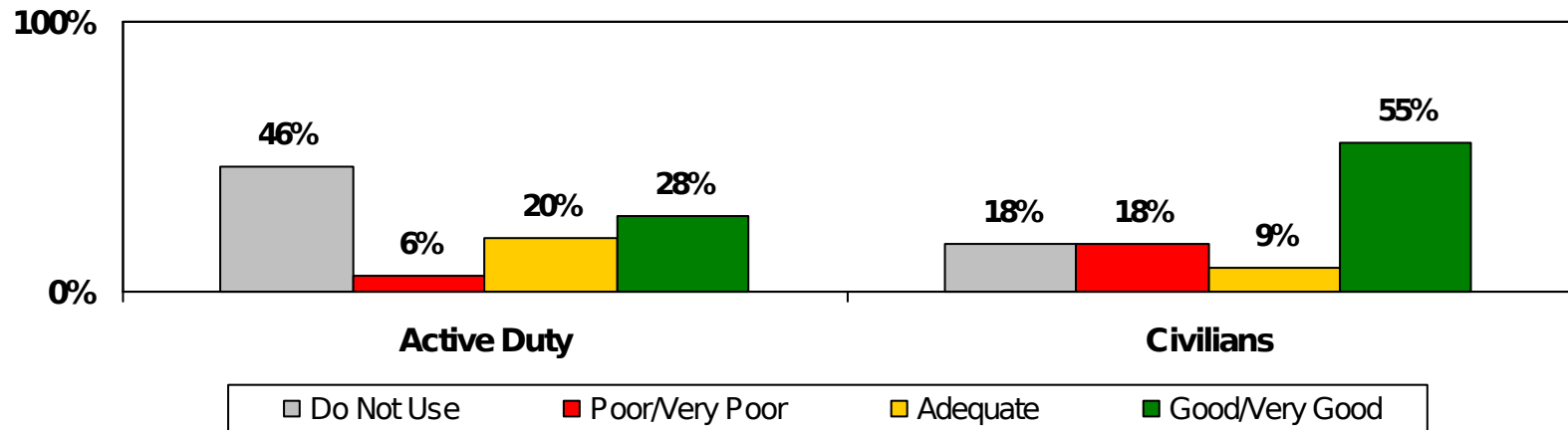
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Area I - Uijongbu East

Quality of On-Post Services



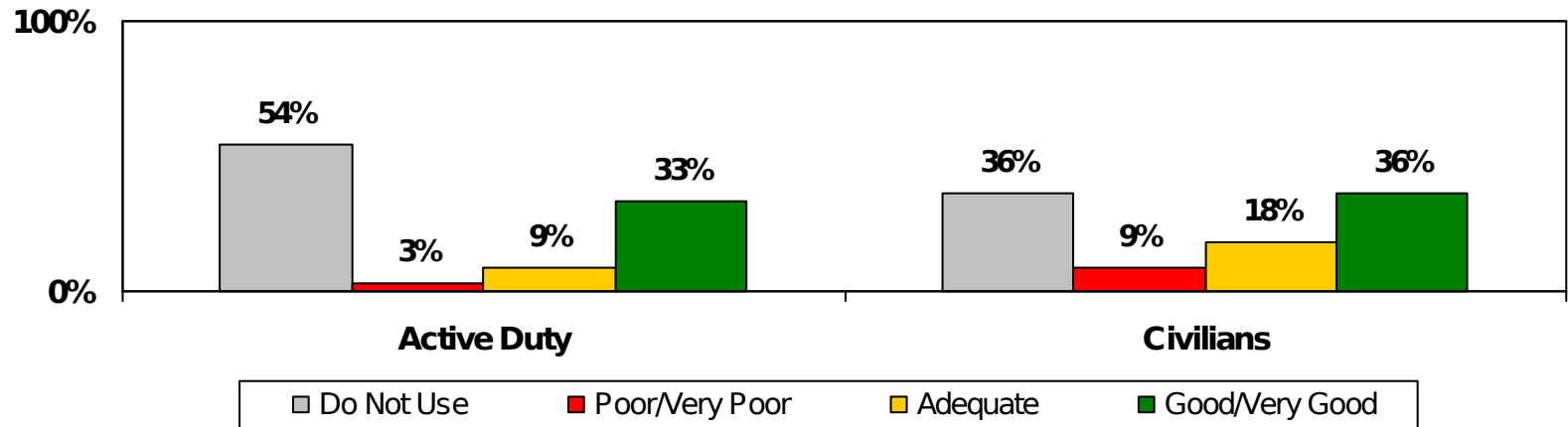
Quality of Off-Post Services



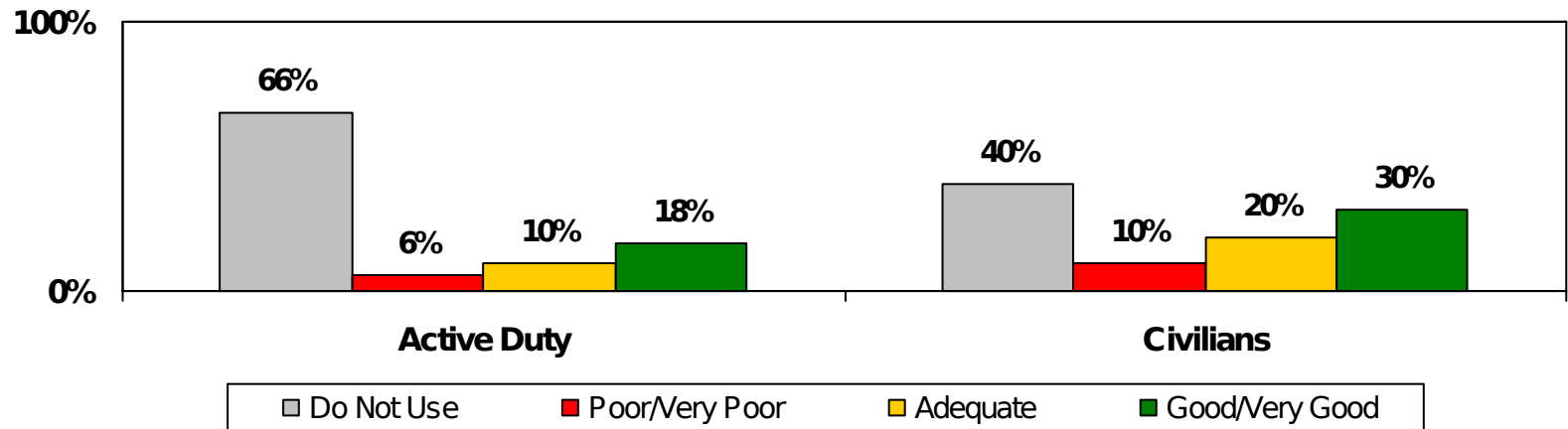
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Area I - Uijongbu East

Quality of On-Post Services



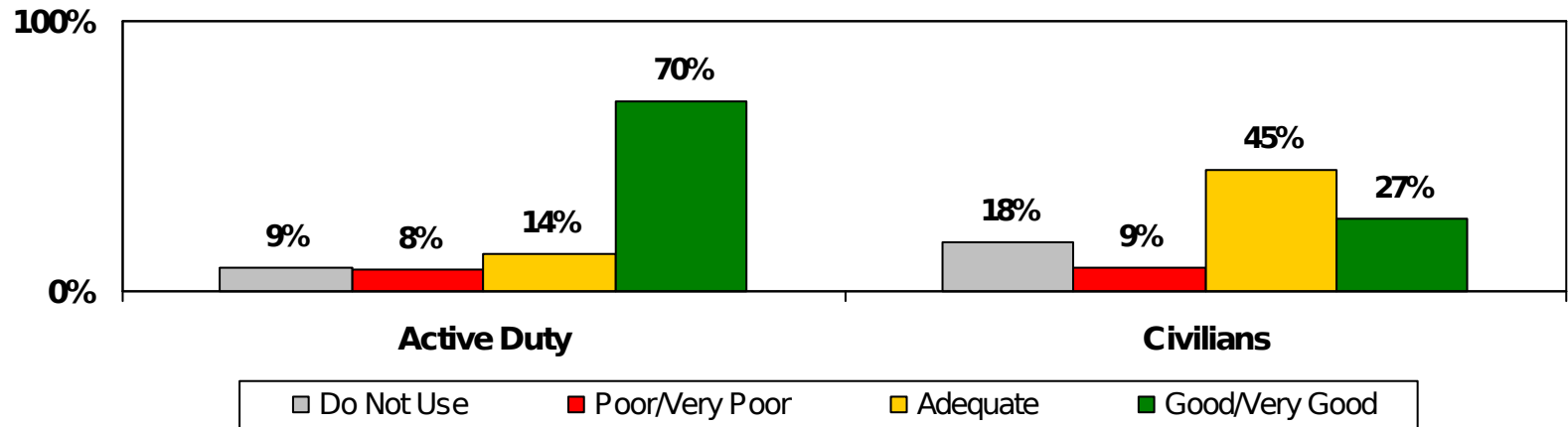
Quality of Off-Post Services



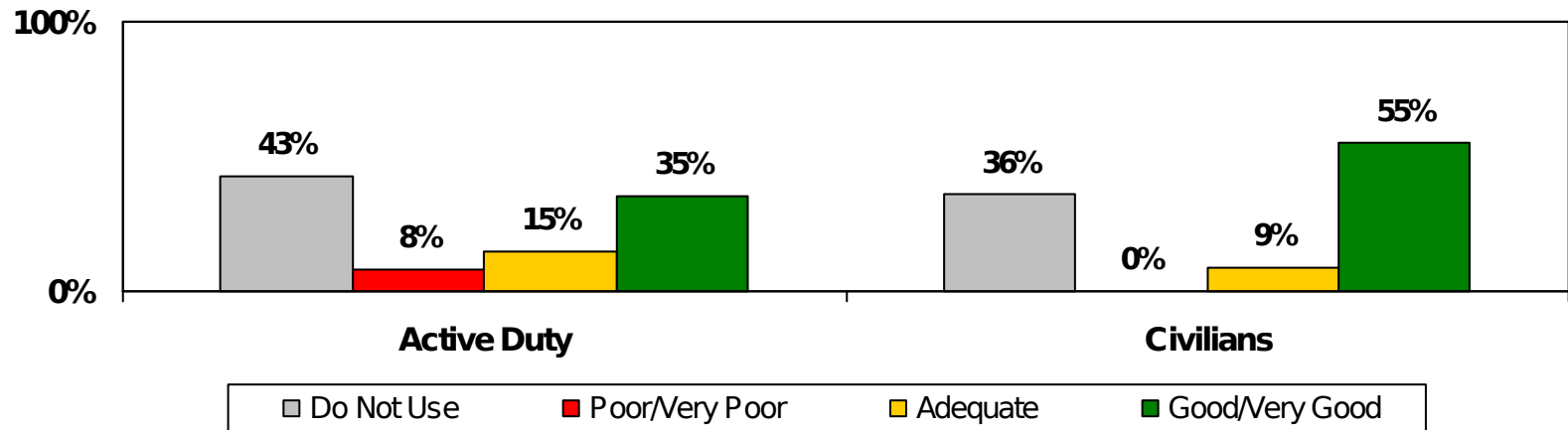
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Area I - Uijongbu East

Quality of On-Post Services

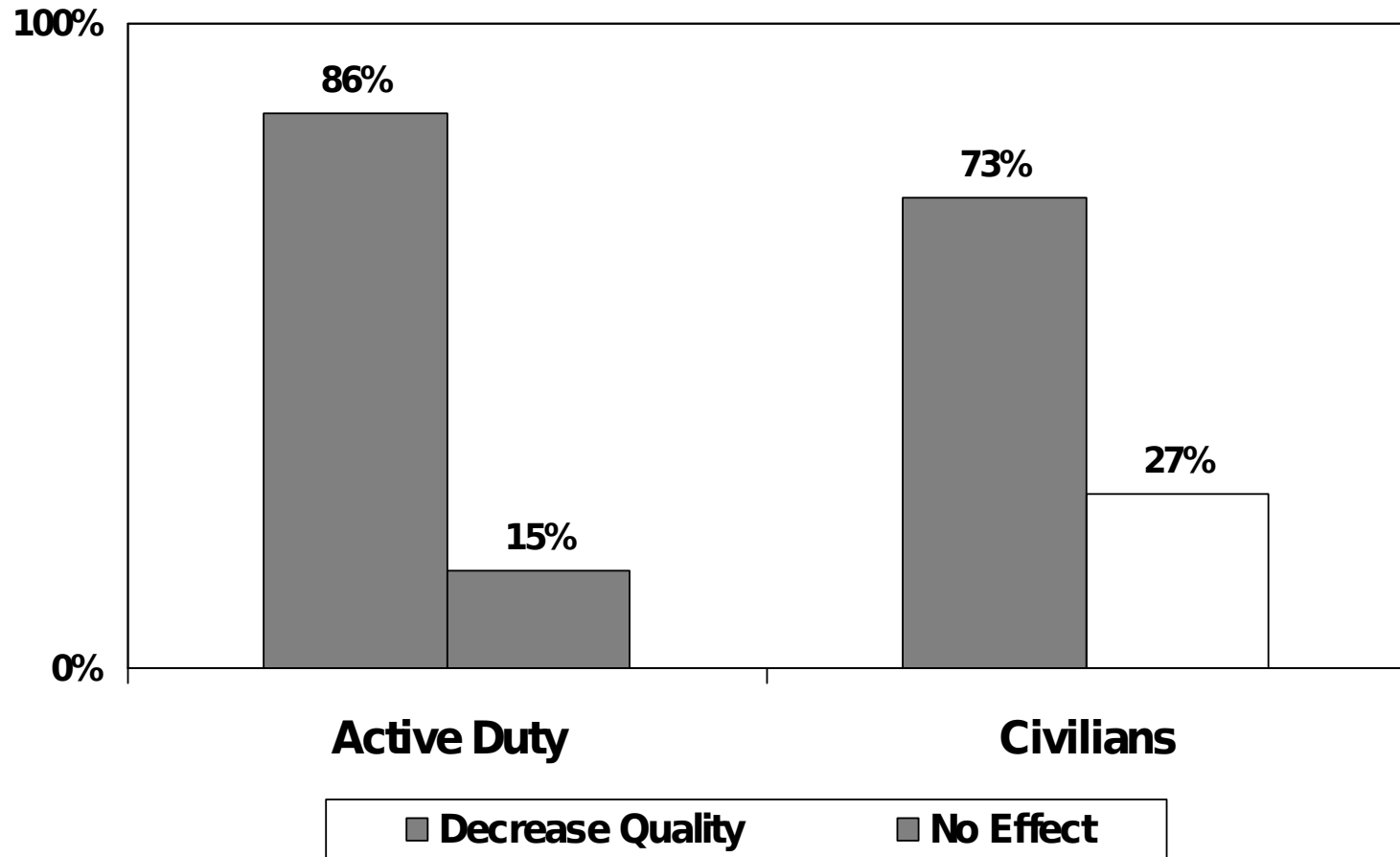


Quality of Off-Post Services



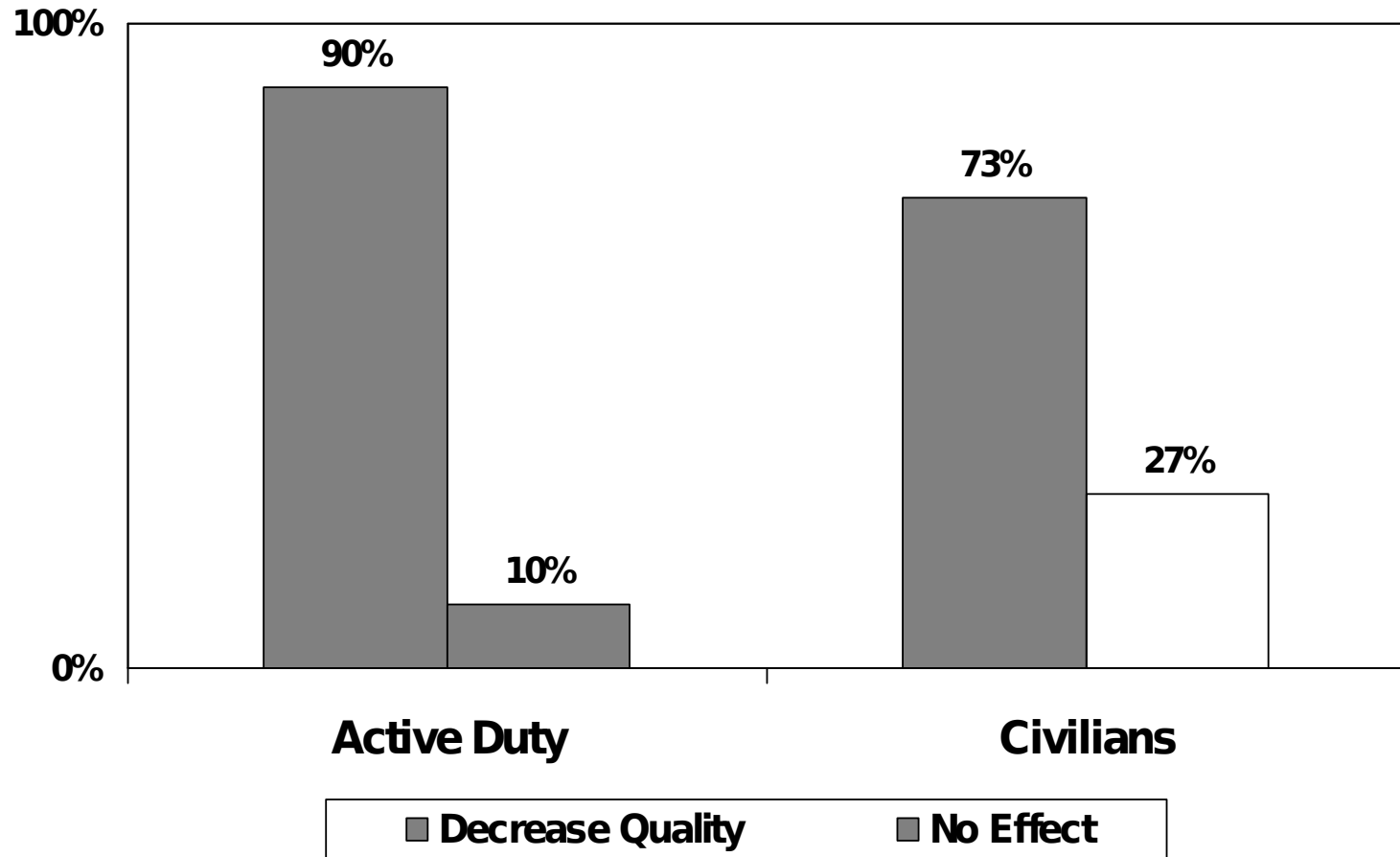
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area I - Uijongbu East



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area I - Uijongbu East



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Area I - Uijongbu East

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

| | |
|--------------------------|-----|
| Fitness Center/Gymnasium | 77% |
| BOSS | 68% |
| Library | 67% |
| Swimming Pool | 63% |
| Army Lodging | 60% |
| Athletic Fields | 55% |
| Bowling Center | 53% |

| | |
|-----------------------------|-----|
| RV Park | 72% |
| Golf Course Pro Shop | 59% |
| Car Wash | 58% |
| Automotive Skills | 55% |
| Cabins & Campgrounds | 49% |
| Golf Course Food & Beverage | 47% |
| Bowling Pro Shop | 45% |

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Area I - Uijongbu East

| WHERE DO YOU GET INFORMATION? | ACTIVE DUTY | CIVILIANS | TOTAL |
|--------------------------------------|-------------|------------|------------|
| Internet | 14% | 18% | 14% |
| E-mail | 18% | 36% | 18% |
| Friends and neighbors | 43% | 45% | 43% |
| Family Readiness Groups (FRGs) | 2% | 0% | 2% |
| Bulletin boards on post | 57% | 55% | 57% |
| Post newspaper | 20% | 55% | 21% |
| MWR publications | 44% | 55% | 44% |
| Radio | 14% | 45% | 14% |
| Television | 17% | 64% | 17% |
| My child(ren) let(s) me know | 1% | 0% | 1% |
| Other unit members or co-workers | 40% | 18% | 40% |
| Unit or post commander or supervisor | 25% | 0% | 25% |
| Marquees/billboards | 26% | 27% | 26% |
| Flyers | 44% | 55% | 44% |
| Other | 9% | 18% | 9% |
| I never hear anything | 7% | 0% | 7% |

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Area I - Uijongbu East

| MWR PROGRAM/SERVICE | ACTIVE DUTY |
|--|-------------|
| Army Child and Youth Services | 83% |
| Better Opportunities for Single Soldiers | 60% |
| Army Community Service | 56% |
| MWR Programs and Services | 89% |

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Area I - Uijongbu East

| ACS PROGRAMS | AWARENESS | BENEFICIAL* | NOT BENEFICIAL* |
|---|-----------|-------------|-----------------|
| Information and Referral | 44% | 84% | 16% |
| Outreach programs | 40% | 83% | 17% |
| Family Readiness Groups | 42% | 85% | 15% |
| Relocation Readiness Program | 46% | 84% | 16% |
| Family Advocacy Program | 43% | 69% | 31% |
| Crisis intervention | 43% | 64% | 36% |
| Money management classes, budgeting assistance | 43% | 82% | 18% |
| Financial counseling, including tax assistance | 45% | 82% | 18% |
| Consumer information | 31% | 67% | 33% |
| Employment Readiness Program | 34% | 82% | 18% |
| Foster child care | 24% | 60% | 40% |
| Exceptional Family Member Program | 32% | 78% | 22% |
| Army Family Team Building | 33% | 80% | 20% |
| Army Family Action Plan | 34% | 73% | 27% |

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

Area I - Uijongbu East

| POSITIVE* ACS IMPACTS | ACTIVE DUTY |
|--|-------------|
| Satisfaction with my job | 50% |
| Personal job performance/readiness | 51% |
| Unit cohesion and teamwork | 52% |
| Unit readiness | 55% |
| Relationship with my spouse | 39% |
| Relationship with my children | 39% |
| My family's adjustment to Army life | 44% |
| Family preparedness for deployments | 49% |
| Ability to manage my finances | 43% |
| Feeling that I am part of the military community | 54% |

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

Area I - Uijongbu East

| POSITIVE* CYS IMPACTS | ACTIVE DUTY |
|--|-------------|
| Helps minimize lost duty/work time due to lack of child care/youth sponsorship options | 100% |
| Helps minimize lost duty/work time due to lack of child care/youth services | 100% |
| Plays a role in influencing my decision/my spouse's decision to remain in the Army | 83% |
| Allows me to work outside my home | 100% |
| Allows me to work at home | 100% |
| Offers me an employment opportunity within the CYS program | 100% |
| Allows me/my spouse to better concentrate on my/our job(s) | 100% |
| Provides positive growth and development opportunities for my children | 83% |

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Area I - Uijongbu East

| POSITIVE* BOSS IMPACTS | ACTIVE DUTY |
|--|-------------|
| Satisfaction with my job | 50% |
| Personal job performance/readiness | 54% |
| Unit cohesion and teamwork | 59% |
| Unit readiness | 53% |
| Ability to manage my finances | 49% |
| Feeling that I am part of the military community | 58% |
| Relationship with my children (single parents) | 46% |
| My family's adjustment to Army life (single parents) | 52% |
| Family preparedness for deployments (single parents) | 41% |

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Area I - Uijongbu East

Top 10 Leisure Activities for All Respondents

| | |
|-------------------------------------|-----|
| Night clubs/lounges | 54% |
| Internet access (library) | 48% |
| Multi-media (videos, DVDs, CDs) | 46% |
| Internet access/applications (home) | 46% |
| Reading | 44% |
| Dancing | 41% |
| Watching TV, videotapes, and DVDs | 37% |
| Study/self development | 35% |
| Bowling | 34% |
| Entertaining guests at home | 34% |

Top 5 for Active Duty

| | |
|-------------------------------------|-----|
| Night clubs/lounges | 54% |
| Internet access (library) | 48% |
| Multi-media (videos, DVDs, CDs) | 46% |
| Internet access/applications (home) | 46% |
| Reading | 43% |

Top 5 for Civilians

| | |
|-----------------------------------|-----|
| Reading | 78% |
| Walking | 67% |
| Multi-media (videos, DVDs, CDs) | 67% |
| Watching TV, videotapes, and DVDs | 60% |
| Entertaining guests at home | 56% |

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Area I - Uijongbu East

Team Sports

| | |
|---------------------|-----|
| Basketball | 19% |
| Softball | 17% |
| Volleyball | 17% |
| Touch/flag football | 15% |
| Soccer | 11% |

Outdoor Recreation

| | |
|--------------------------------|-----|
| Camping/hiking/backpacking | 16% |
| Snow skiing/snowboarding | 15% |
| Bicycle riding/mountain biking | 15% |
| Going to beaches/lakes | 12% |
| Fishing | 7% |

Social

| | |
|-----------------------------------|-----|
| Night clubs/lounges | 54% |
| Dancing | 41% |
| Entertaining guests at home | 34% |
| Happy hour/social hour | 32% |
| Specially arranged shopping trips | 32% |

Sports and Fitness

| | |
|--------------------------|-----|
| Bowling | 34% |
| Cardiovascular exercise | 32% |
| Weight/strength training | 28% |
| Running/jogging | 19% |
| Walking | 13% |

Entertainment

| | |
|-----------------------------------|-----|
| Watching TV, videotapes, and DVDs | 37% |
| Going to movie theaters | 32% |
| Live entertainment | 31% |
| Plays/shows/concerts | 28% |
| Attending sports events | 26% |

Special Interests

| | |
|-------------------------------------|-----|
| Internet access/applications (home) | 46% |
| Computer games | 26% |
| Digital photography | 16% |
| Trips/touring | 11% |
| Automotive detailing/washing | 10% |

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Area I - Uijongbu East

| ACTIVITIES | PARTICIPATED PRIMARILY ON POST | PARTICIPATED PRIMARILY OFF POST | OVERALL PARTICIPATION |
|---------------------------------|--------------------------------------|---------------------------------------|--------------------------|
| Internet access (library) | 48% | N/A | 48% |
| Multi-media (videos, DVDs, CDs) | 46% | N/A | 46% |
| Reading | 44% | N/A | 44% |
| Study/self development | 35% | N/A | 35% |
| Bowling | 34% | 0% | 34% |
| Reference/research services | 33% | N/A | 33% |
| Going to movie theaters | 32% | 0% | 32% |

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

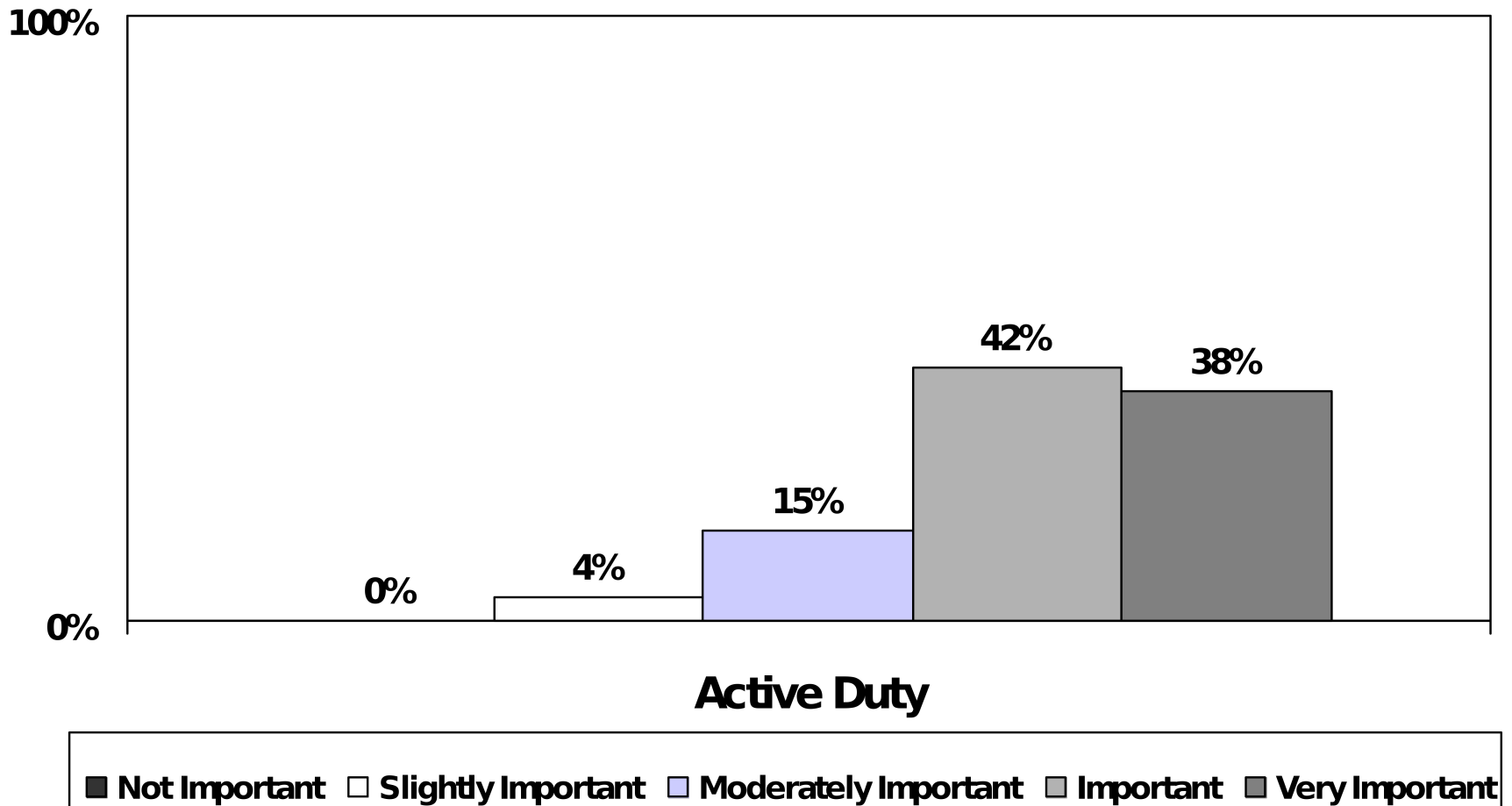
Area I - Uijongbu East

| ACTIVITIES | PARTICIPATED PRIMARILY ON POST | PARTICIPATED PRIMARILY OFF POST | PARTICIPATED PRIMARILY AT HOME | OVERALL PARTICIPATION |
|-------------------------------------|--------------------------------------|---------------------------------------|--------------------------------------|--------------------------|
| Internet access/applications (home) | 14% | 0% | 32% | 46% |
| Computer games | 9% | 0% | 18% | 26% |
| Digital photography | 4% | 2% | 11% | 16% |
| Trips/touring | 6% | 4% | 0% | 11% |
| Automotive maintenance & repair | 5% | 0% | 5% | 10% |
| Collecting | 4% | 0% | 5% | 9% |
| Automotive detailing/washing | 4% | 0% | 4% | 7% |

*Top 7 special interest activity preferences ranked by overall participation.

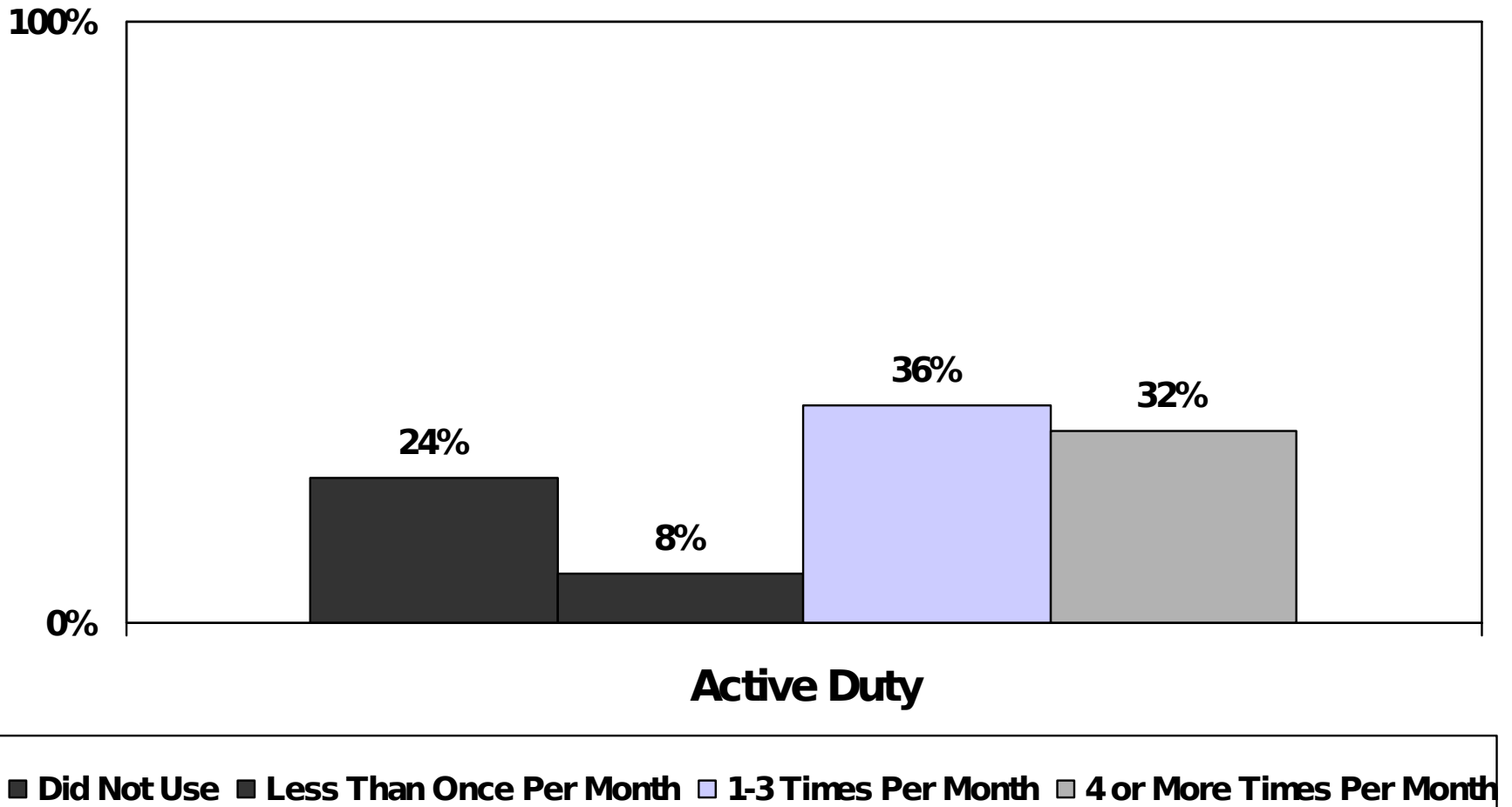
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Area I - Uijongbu East



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Area I - Uijongbu East



CAREER INTENTIONS: ACTIVE DUTY

Area I - Uijongbu East

| Current Plans About Making the Military Your Career | ACTIVE DUTY |
|---|-------------|
| Definitely will not make military a career | 14% |
| Probably will not make military a career | 14% |
| Undecided | 26% |
| Probably will make military a career | 20% |
| Definitely will make military a career | 25% |

NEXT STEPS

Area I - Uijongbu East

□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)